

Message Text

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53

ACTION EUR-01

INFO OCT-01 ISO-00 PA-01 EB-01 INR-01 /005 W

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R 251112Z JUN 74

FM AMEMBASSY WARSAW

TO USINFO WASHDC

INFO SECSTATE WASHDC 9670

C/USDOC WASHDC

AMCONSUL MUNICH

AMEMBASSY VIENNA

AMCONSUL POZNAN

UNCLAS WARSAW 3585

E.O. 11652: N/A

TAGS: BEXP PL

SUBJECT: USATECH POZNAN 74

FOR: COMMERCE FOR BEWT

USIA PASS POLISH SERVICE VOA/IEE

VIENNA FOR EWTC

MUNICH FOR VOA

1. USATECH POZNAN 74 PROVED AMERICANS ARE SERIOUS
ABOUT BUSINESS WITH POLAND.

USATECH POZNAN 74 PROVED AGAIN THAT AMERICAN FIRMS ARE
SERIOUS ABOUT DOING BUSINESS WITH POLAND. THE 62 U.S.
FIRMS REPRESENTED AT THIS YEAR'S AMERICAN PAVILION
ACTIVELY PARTICIPATED IN THE TRADING OPPORTUNITY OFFERED
BY THIS FAMOUS INTERNATIONAL TECHNICAL FAIR. THEIR
SERIOUSNESS IS DEMONSTRATED BY THE WAY THEY APPROACH THE
INCREASINGLY COMPETITIVE POLISH MARKET FOR INTERNATIONAL
TECHNOLOGY, SERVICES, EQUIPMENT AND KNOW-HOW.

2. AMERICAN FIRMS HAVE LONG HAD A GOOD NAME IN POLAND
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AND HAVE LEARNED THAT THE SECRET OF SUCCESS HERE IS ACTIVE

AND CONTINUOUS PARTICIPATION. ALTHOUGH 33, OR MORE THAN HALF, OF THE COMPANIES AT USATECH POZNAN 74 WERE NEW TO THE POLISH MARKET, THE LION'S SHARE OF THE BUSINESS WILL GO TO THOSE WHO HAVE ESTABLISHED NAMES AND CREDENTIALS WITH POLISH BUSINESS PARTNERS. FOR THE NEW FIRM, POZNAN CAN REPRESENT A BEGINNING, AN INTRODUCTION AT A TIME OF MAXIMUM EXPOSURE. 90 PERCENT OF ALL FIRMS PARTICIPATING IN THE U.S. EXHIBITION EXPRESSED A DESIRE TO RETURN TO THE FAIR NEXT YEAR. THAT FIGURE TELLS ITS OWN SIMPLE STORY; IT IS IMPORTANT TO BE KNOWN IN POLAND IF YOU WANT TO DO BUSINESS HERE.

3. USATECH POZNAN 74 IS BUT A PART OF THE CONTINUING BUILDUP OF AMERICAN TRADE ACTIVITY IN POLAND. MORE FIRMS ARE OPENING REPRESENTATIVE OFFICES; MORE AND MORE FIRMS ARE RESEARCHING THE MARKET AND DISCOVERING WAYS TO DO BUSINESS. THERE HAS ALSO BEEN A NOTICEABLE INCREASE IN INTEREST ON THE PART OF AMERICAN FIRMS AND THEIR POLISH COUNTERPARTS IN DISCUSSING LICENSING AND JOINT PRODUCTION ARRANGMENTS. USATECH POZNAN 74 WAS AN IMPORTANT BENCHMARK IN THE PAST YEAR'S POLISH-AMERICAN TRADE AND BUSINESS ACTIVITIES; A YEAR IN WHICH POLISH-US TRADE MORE THAN DOUBLED IN VOLUME.

4. WE ARE LOOKING FORWARD TO THE 1975 POZNAN INTERNATIONAL TECHNICAL FAIR AS ANOTHER OPPORTUNITY TO MEASURE PAST ACHIEVEMENTS AND BUILD FUTURE PROGRESS IN POLISH-AMERICAN TRADE.

DAVIES

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 25 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974WARSAW03585
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740167-0011
From: WARSAW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740614/aaaaalrb.tel
Line Count: 90
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 13 JUN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <13 JUN 2002 by phillir0>; APPROVED <13 JUN 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: USATECH POZNAN 74 FOR: COMMERCE FOR BEWT
TAGS: BEXP, PL
To: STATE USIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005